In the Specification

Please replace the paragraph beginning at line 15 on page 16 with the following marked up paragraph:

If there is no entry in the database, the supplemental information module 310 acts accordingly. That is, it may either idle or post a message (510) indicating that no supplemental information is available. If there is a matching entry, then the supplemental information module 310 generates a supplemental display populated by information contained in the database (512). Continuing further with the above described example, the entry for "Sonystyle" may correlate to additional columns in the database data table for various cross relations, that are preferably suited to the user. Accordingly, the database might also indicate that the user has a Sony MasterCard™ and that the Sonystyle™ website is currently providing a consumer incentive to use the two together. Thus, the supplemental information module 310 would include in the displayed supplemental information, a message as "If you use your Sony MasterCard™ to purchase Sony™ products online from the Sonystyle™ web site, you will enjoy a 10% discount and free shipping on all purchases prior to [Date]."